

ARGUMENT IN FAVOR OF MEASURE SP

The Downtown Revitalization project is just right for South Pasadena. After five years of public examination and input, the project has been unanimously approved by every commission it has gone before and approved by the City Council.

A “YES” vote will benefit our entire community. The project transforms unattractive parking lots into a charming, family-friendly place linked with trees, shops, and cafes. It offers improvements and much-needed tax revenue, while keeping our small town atmosphere and enhancing our sense of community.

A “Yes” vote will:

- Create an economically vital downtown that will stimulate revitalization of the Rialto Theatre
- Allow just enough residential units for the entire project to be feasible - far fewer than allowable by code
- Provide much-needed affordable senior housing
- Have a minimal impact on traffic
- Provide more parking for everyone- a net gain of 120 public spaces
- Encourage shopping locally with more restaurants, entertainment, and places to meet friends
- Secure a grant of \$250,000 from the developer to help revitalize the Rialto Theatre

A “NO” vote will:

- Kill this project
- Doom the Rialto Theatre to permanent closure
- Invite piecemeal development and uncontrolled growth
- NOT assure more parking or a larger public plaza or an alternative plan
- NOT stop other residential projects in this area

Be a part of the future of South Pasadena. A “YES” vote assures a vibrant, inviting downtown for all to enjoy.

Vote **YES** on Measure SP

Harry A. Knapp
Former Mayor

Walter Zoi
Owner, South Pasadena Music Center

Steven Friedman

Chair, South Pasadena Planning Commission

Joseph Loo
School Board Member

Lissa Reynolds
Owner, Fremont Centre Theatre